

# ORDER



Orders	Order / Rev:	106602	
Alt Order #:	06852462		
Product Desc:	JOE HECK 4 CONGRESS		
Estimate:	2690		
Flight Dates:	09/17/12 - 09/30/12		
Original Date / Rev:	09/14/12 / 09/18/12		
Order Type:	GENERAL		
		Primary AE:	Amy McCreary
		Sales Office:	BLPHI
		Sales Region:	National
Agency	Name:	<u>Strategic Media Placement, Inc.</u>	
	Buying Contact:		
	Billing Contact:		
	7669 Stagers Loop		
	Delaware, OH 43015		
		Billing Type:	Cash
		Billing Calendar:	Broadcast
		Billing Cycle:	EOM/EOC
		Agency Commission:	15%
Advertiser	Name:	<u>Heck, Joe for Congress</u>	
	Demographic:	A35+	
	Product Codes:	PLC02	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	
		New Business Thru:	
		Order Separation:	00:05:00
		Advertiser External ID:	
		Agency External ID:	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	62	\$36,400.00	\$30,940.00		September 2012	62	\$36,400.00	\$30,940.00	0.00
					Totals		62	\$36,400.00	\$30,940.00	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	30%	\$36,400.00
Market	100%	\$121,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$36,400.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$36,400.00
KTUD	0%	\$0.00
KVVU	10%	\$12,133.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp w/Wagners	6-7a		MTWT---	:30	4	\$450.00	2	0.00	NM	8	\$3,600.00

## NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/17/12	09/23/12	MTWT---	4	\$450.00	0.00

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Advertiser: Heck, Joe for Congress  
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Estimate: 2690

KSNV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a	WakeUp w/Wagners	G	6-7a		MTWTF---	:30	4	\$450.00	2	0.00	NM	8	\$3,600.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week:	09/17/12	09/23/12	MTWTF---			4	\$450.00	0.00									
Week:	09/24/12	09/30/12	MTWTF---			4	\$450.00	0.00									
E 2	KSNV	09/17/12	09/28/12	Today Show		CM	658a-9am		MTWTF--	:30	5	\$550.00	2	0.00	NM	10	\$5,500.00
<b>TODAY SHOW</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week:	09/17/12	09/23/12	MTWTF--			5	\$550.00	0.00									
Week:	09/24/12	09/30/12	MTWTF--			5	\$550.00	0.00									
E 3	KSNV	09/17/12	09/28/12	M-F Early News		CM	5-630p		MTWTF--	:30	5	\$725.00	2	0.00	NM	10	\$7,250.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week:	09/17/12	09/23/12	MTWTF--			5	\$725.00	0.00									
Week:	09/24/12	09/30/12	MTWTF--			5	\$725.00	0.00									
E 4	KSNV	09/17/12	09/28/12	M-F Wheel		CM	7-730pm		M-W-F--	:30	3	\$725.00	2	0.00	NM	6	\$4,350.00
<b>WHEEL</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week:	09/17/12	09/23/12	M-W-F--			3	\$725.00	0.00									
Week:	09/24/12	09/30/12	M-W-F--			3	\$725.00	0.00									
E 5	KSNV	09/17/12	09/28/12	Face to Face/Ralston Rep		CM	730-758pm		MTWTF--	:30	5	\$400.00	2	0.00	NM	10	\$4,000.00
<b>FACE TO FACE</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week:	09/17/12	09/23/12	MTWTF--			5	\$400.00	0.00									
Week:	09/24/12	09/30/12	MTWTF--			5	\$400.00	0.00									
E 6	KSNV	09/17/12	09/27/12	M-F News 3 at Eleven		CM	11pm-1135pm		MTWTF---	:30	4	\$750.00	2	0.00	NM	8	\$6,000.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week:	09/17/12	09/23/12	MTWTF---			4	\$750.00	0.00									
Week:	09/24/12	09/30/12	MTWTF---			4	\$750.00	0.00									
E 7	KSNV	09/22/12	09/30/12	Sa-Su News 3 at Eleven		CM	11pm-1135pm		-----SS	:30	2	\$750.00	2	0.00	NM	4	\$3,000.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week:	09/17/12	09/23/12	-----SS			2	\$750.00	0.00									
Week:	09/24/12	09/30/12	-----SS			2	\$750.00	0.00									
E 8	KSNV	09/22/12	09/29/12	Saturday Today		CM	7a-9am		-----S-	:30	1	\$225.00	3	0.00	NM	2	\$450.00
<b>SAT TODAY</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week:	09/17/12	09/23/12	-----S-			1	\$225.00	0.00									
Week:	09/24/12	09/30/12	-----S-			1	\$225.00	0.00									
E 9	KSNV	09/23/12	09/30/12	Sunday Today		CM	7a-8am		-----S	:30	1	\$200.00	3	0.00	NM	2	\$400.00
<b>SUN TODAY</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week:	09/17/12	09/23/12	-----S			1	\$200.00	0.00									
Week:	09/24/12	09/30/12	-----S			1	\$200.00	0.00									
E 11	KSNV	09/28/12	09/28/12	Fri 10-11p		CM	10-11pm		----F--	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
<b>DATELINE</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week:	09/24/12	09/30/12	----F--			1	\$1,400.00	0.00									
N 12	KSNV	09/19/12	09/21/12	Dr. Phil		CM	3-4p		--WTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					

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N12	KSNV	09/19/12	09/21/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--		1			\$450.00		0.00				

Totals 62 \$36,400.00